Course Promotions

These special prices and offers are available at the workshop ONLY. You'll never see these prices again, so ORDER NOW or lose out forever! For details please speak with the Workshop Assistant or Instructor.

1. CD of Tools: Private Practice Secrets ($599)	$299
2. Marketing Partnership: ($20,000)	$15,000
3. Website & Search Engine Only ($3,000)	$2,100
4. Brochure Design & 5,000 prints Only ($2500)	$1,750
5. 830laser: New ($8,995 or $7,995)	$3,995 or $3,495
6. Posters	
a. Do You Know Someone ($79)	$29
b. Family n Friends Massage ($69)	$29
c. PT ($59)	$19
d. OT-Hands ($49)	$14
e. Unlawful ($59)	$14
f. Payment Plan ($49)	$14
g. 830laser (any type) $59	$19
7. Current Course Add-Ons:	
a. Clinical Excellence ($399)	$199
b. Automation & Profits ($399)	$199
8. Future courses in 2011:	
a. Front Desk & Staff Training ($399)	$199
b. Internet Secrets for New Patient Explosion ($399)	$199
9. IndeFree membership: ($299)	$29
a. Teleconferences	
b. Tips n Tricks Pages	
c. Discussion Board	
d. Free Items	
e. Discounts	
f. Startup Steps	
g. Resource Pages	
10. IndeFAX: ($49-$79/mo)	$24/mo

1. CD of Tools: Private Practice Secrets

The right tools can make or break your practice. Don't use forms/tools stolen or borrowed from former employers and copy someone that is making a lot of mistakes!

This is only a sample of what is included on the CD.

Intro	Exit Strategy Exercise	
	13 Steps to Independence & Freedom	
	Goals Worksheet	
1. Attracting New Patients	Marketing Templates	
	Advertising Templates	
	Promotion Tools	
	PR Tools	
	Fax Blast Samples	
	Friends n Family Templates	
2. Activating Prospects	Activation Training Videos	
	Test Call Forms (to test staff)	
	Tutorials for Staff Training	
	Sales Training Tools	
	Payment Worksheet	
3. Intake	New Patient Forms	
	Chart Documents	
	Free Screening Forms	
	Important Signs	
	Loyalty Development Tools	
	Payment Plan Items	
	Receptionist Training Tools	
	Sample Fees Brochure	
	Fitness Program Waiver	
	Sign-In Sheet	
4. Billing	Coding Charts (CPT, ICD-9)	
	CPT Fastfinder	
	ATC codes	
	L – Codes	
	HCFA 1500 Claim Filing Tip Sheet	
	Sports Medicine Codes	
	Workers Comp codes sample	
	Attorney Lien Agreement	
	Medicare Resources n Tools	
	ABN (Medicare)	
	Express Registration Packet	
	Assignment of Benefits Form	
	Fee Slip Template	
	Billing Log Form	
5. Collections	Patient Portion Collection Tools	

	Past Due Letters	
	Extension Form	
	Financial Hardship Form	
	Payment Plan Form	
	Returned Check Invoice	
	Insurance (and 3rd Party) Collection Tools	
	Insurance Appealing Letters	
	Commissioner Complaint Letters	
	Labels	
	Attorney Lien Collection Letters	
	Response Letter to NO REPLY	
	Medical Record Request Collection Tools	
	Resources	
Technical Startup Steps	Accounting Tools	
	HIPAA Made Easy	
	Quality Assurance Program	
	Business Plan Outline	
	Commercial Lease Proposal	
	Memo Template	
	Professional FAX cover sheet	
	Space Leasing Form	
Teleconference Recordings	How to Get Free Advertising	
	Creative Billing and Using Modifiers	
	Health Care Reform Secrets: How to …	
	How to Get MDs to Refer	
	Intake and Referral Secrets	
	Marketing	
	Profiting	
	Startup and Creating a Strong Foundation	
	Supersizing, Elective Services, Cash Services	

This is a sample of what is included on the CD. It is not a comprehensive list of all items.

2. Marketing Partnership

Marketing Partnership Payment Options:

"Your Partner for Marketing Success!"

Payment Options: 1) $15,000: All up front and get BONUS. –OR- $8,000 down to start. $1,000 per month for 8 months

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SPECIAL PARTNERSHIP SERVICES

1) IndeFree and James Ko will determine the BEST CAMPAIGNS for you after researching and analyzing your region. They will also focus group test any campaigns.
2) We will teach and guide you through channels of distribution of your items (including how to best get free publicity)*.
3) We will coach you on how to better your physical layout of your facility, both inside and out, for maximal advertising and marketing gain.
4) We will coach you and give you the tools on how to supersize more and sell more elective services.

**Determined by package and payment.*

We will tell you what is BEST to do and HOW to do it. **No guessing or figuring out on your part**. We will get your input and approval on all materials, ads, and items, however--in most instances--we'll come up with the content, layout, and words. Even though you may have something specific to say, we'll let you know if there is better content or not. We are truly a **partner that will deliver results better and faster** than a $50,000 employee could (if they even could).

TOOLS, MATERIALS AND ITEMS USED IN PARTNERSHIP

INTERNET ADVERTISING:

WEBSITE (redone or new) with ***Top 10 Placement*** on ***Google, Yahoo, MSN***, for more than "physical therapy…, physical therapist…"

Landing pages to enhance internet identity and search engine results for phrases such as arthritis pain, low back pain, etc.

PRINT ADVERTISING

Custom Brochures (Exact campaign will be determined by James Ko)

Custom Flyers
Postcards
Vouchers
Banners

Car Graphics
Window Graphics

And more… Whatever it takes to help you succeed!

FAX BLAST ADVERTISING

Fax blast campaigns

INTERNAL ADVERTISING

Thank you Postcards
Birthday Postcards
Vouchers
Personalized Christmas Cards
Posters:

1. Low back pain poster
2. Do you know someone suffering poster
3. Payment plan poster
4. Unlawful poster
5. Physical Therapy (woman stretching) poster
6. Hand Therapy poster

BONUS to Course Attendees: *5-HOURS OF COACHING W/ JAMES KO ($1,500 value)**

To ensure success, you will receive personalized training via five 1-hour telephone coaching sessions. We will coach you on the BEST methods and strategies to grow your business! A $1,000 value yours free with this package!

**Determined by package and payment.*

3. Website & Search Engine Only Pack

Website Design AND Top 5 on Search Engines

NO OTHER FEES because we offer **FREE hosting for one-year**. After one-year it will only be $7.95 per month!

NO costly monthly fees!!

Includes:
1) Personalized 15-20 page website design.*
2) IndeFree proprietary forms and systems
3) 15 personalized email address boxes.
4) Domain name registration (ie. www.canyon-pt.com, etc.)

*addl pages at $99/pp

Bonus features included FREE!:

- **Top 5 placement on Google, Yahoo, MSN, and more!** Just having a website is NOT enough. You MUST be on search engines!!
- Free **"Express Registration Form"** online so patients can complete and send to you before they come in for their appointment! Also, they can download and print-out the form and bring with them!
- Free **"Where Does It Hurt"**
- **Free "Common Causes of Pain"**
- **Free "Be Wary's"**
- **Free "Self Help Tips"**
- **Free "Coupons"**
- **Free "How to Prepare for Your First Visit"**
- Free **Video Testimonial conversions into flash.** Simply take a video with your digital camera and we'll do the rest!
- Free **"Contact Us"** form so patients can ask you questions or send comments to you online!

Timeless design! Never gets out-dated so use it forever!

More and more patients are looking for a therapist online. Seniors continue to be the fastest growing sector surfing the internet. The numbers are growing every day.

Only IndeFree Websites are guaranteed ***top 5 placement on ALL major search engines*** like Google, Yahoo, MSN, and more!

How We Do It? Our Proprietary Secret:

We leverage the power of all our physical therapy websites (IndeFree's and all clients) and ADD YOU TO THIS LINKING NETWORK!! No one has a network like ours!

Our template designs are ***proven to get patients to call or come in!*** Why go with anyone else!

Please allow 7-14 business days for design. Rush jobs in 5 business days available for additional $299.

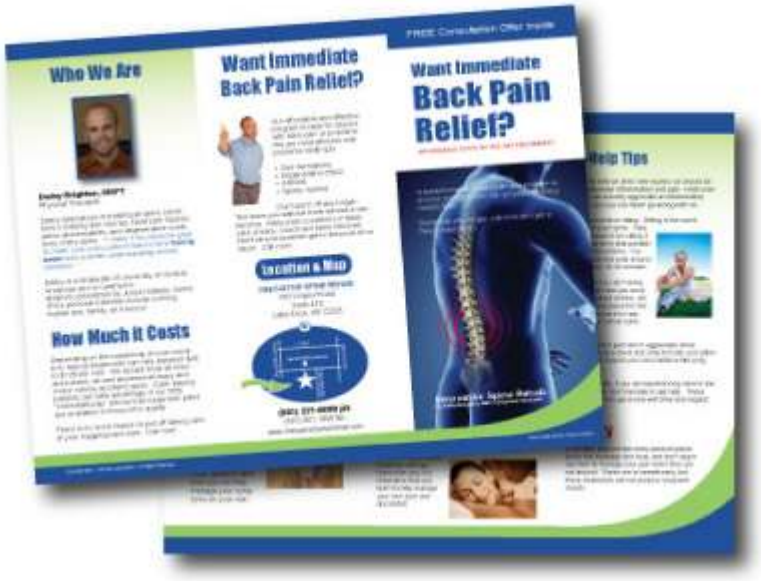
Clients should provide their own pictures otherwise royalty-free, stock photos will be used.

4. Brochure Design & 5,000 Prints Only

Custom Brochure

Brochures ***uniquely designed*** by IndeFree WORK!! (Generic ones don't). They are essential for generating new patients. Place in doctor's lobbies, sandwich shops, carwashes, etc. and they can share much more information and details about your services and special program. Give to patients to bring to their friends, family, or doctor. Mail to doctors; mail to prior patients and ask to give to others. These help to generate new business while you sleep!

Full color, front and back, 8.5x11 size, tri-folded
Timeless design! Never gets out-dated so use it forever!



Please allow 7-14 business days for design and production of proof (see Turn-Around schedule below)
Following proof approval allow 7-10 business days for printing, shipping, and delivery.
Rush designs are subject to a $99 rush fee.

Turn Around Schedule (after all items have been submitted to designer)	
Advertisement Specialist Consult	2 days
Design & Layout	2 days
Focus Group Testing	2 days
James Ko review	2 days
Proof approval	2 days
Revisions	2 days

5,000 prints included! James Ko recommends you distribute 1,000/month for best results.

Bonus (for a limited-time only):
20 Brochure Holders FREE!!

Also Includes:
-Free Tri-folding
-Pictures (royalty-free)
-Advertising Consult
-Focus group testing
-James Ko Review/Consult

Send logo file in ai, eps or jpeg formats to designer@indefree.com

5. 830Laser Therapy

Laser Models and Details

Portable Cordless Unit	Direct Connect Unit
Completely portable so you can easily go on the field (with athletes) or go from room-to-room without the hassle of the cord. ***Most popular*** of the two models. INCLUDES: 1. Wand 2. Three batteries for portability 3. Base Recharger Unit 4. Large case (for entire system) 5. Small Portable Case (for wand only) 6. Two goggles	Very affordable except it's not portable due to a cord requiring you to be near the base unit. No batteries included with this model. The laser properties are exactly the same as the Portable Model. INCLUDES: 1. Wand 2. Corded to base unit 3. Carrying case

FREE Materials *to help you maximize success!*

IndeFree Exclusive Training Manual Posters Brochures Postcards
Forms n Documents Starter Kit DVD for lobby *(offered free with Portable unit only).*

Extra BONUS *(for a limited-time only)* Online Certification Training Free of Charge!

Current Bonus Items!

If you order a laser now, we can get you this special deal:

- **Free Basic and Advanced laser <u>certification</u>** <u>courses</u> online. Taught by real PT's making over $4,000 per month cash using the 830laser. **Premium certificate mailed to you** after passing the courses. You can put on your wall for patients to see!

- **<u>User's Manual</u>** designed by PT's. Proprietary to IndeFree.
  Body charts and best protocols designed by PTs!

- **<u>4 Free posters</u>** designed by PT's and focus group tested by real patients!

- **<u>500 "Ease the Pain" brochures</u>**.
  Proven effective in creating excitement in your community. Designed by PT's and focus group tested by real patients.

- **<u>250 Postcards.</u>**
  Proven effective in creating excitement in your community. Designed by PT's and focus group tested by real patients.

- **<u>Starter Kit.</u>**
  Forms, documents, and tools to ensure success with the laser. Essential in implementing the laser program for cash into your practice!

- **<u>DVD for Lobby</u>**
  Exciting and very informative.

Bonus: get **"Premium Provider"** listing on our website!

Only 830Laser Helps You Succeed!

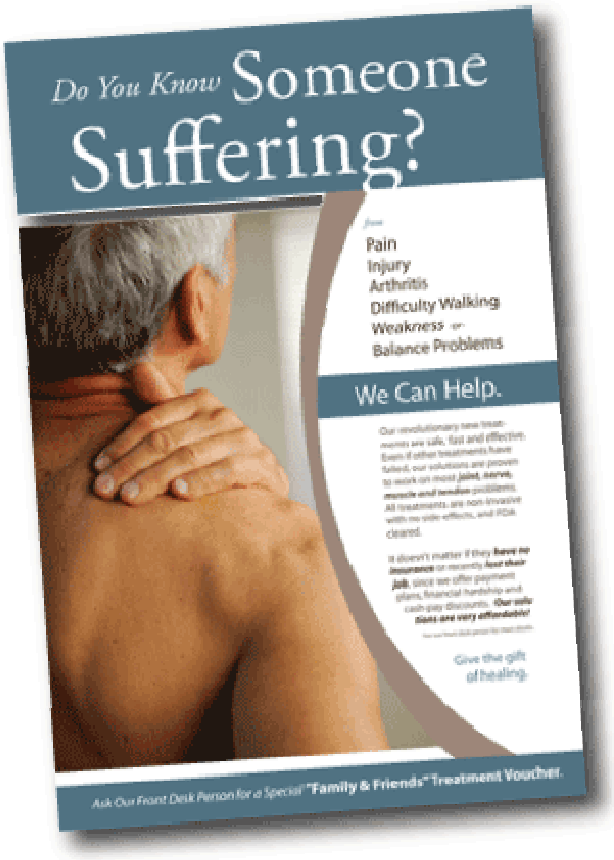
Remember, only IndeFree gives you everything you need in growing this into a ***cash-based*** program. We teach you the ***best practices*** with the laser. The laser is not valuable until you know the ***best protocols*** and treatment points, and know how to command cash pay for it!

We look forward to helping you be more successful with this revolutionary new treatment! <u>PURCHASE A LASER NOW</u>

6. Posters for INTERNAL MARKETING SUCCESS!

Posters That Generate More Patients

Do You Know Someone Suffering Poster
(HUGE size! 36x24)



One of the keys to success is getting your current patients bringing in family and friends. This tool helps you accomplish it more easily!

Do You Know Someone Suffering Poster: $79
Quantity discounts available

Hand Therapy Poster
(11x17)

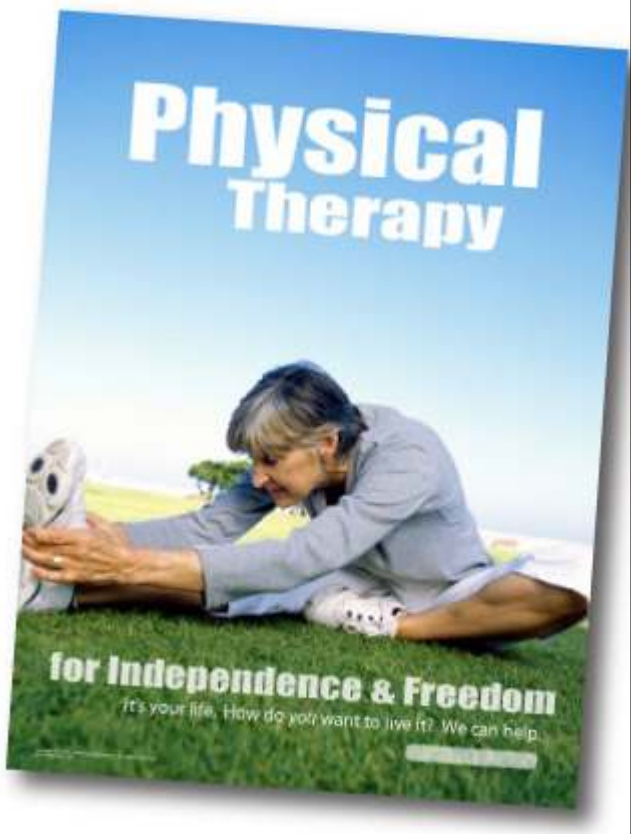
Hand Therapy
To resolve finger, hand & arm problems
for Independence & Freedom
It's your life. How do you want to live it? We can help.

Small print reads,
"Whether you have a new or chronic injury that is preventing you from using your hand, finger or arm there are solutions that can help. Specialized hand therapists are using many innovative procedures to help those with arthritis, trauma, surgery or even repetitive stress problems. Simple and affordable supports, braces and orthotics can potentially bring dramatic and immediate results. Whether you are old or young, or if someone you love is suffering from a hand ailment, we can help. Speak to one of our representatives today. Don't wait.

Use it as a marketing tool, by displaying in local stores, doctor's offices, etc. It has an area in the lower left corner for your name, phone number, and website address.

OT Poster: ~~Reg. $49~~
Quantity discounts available

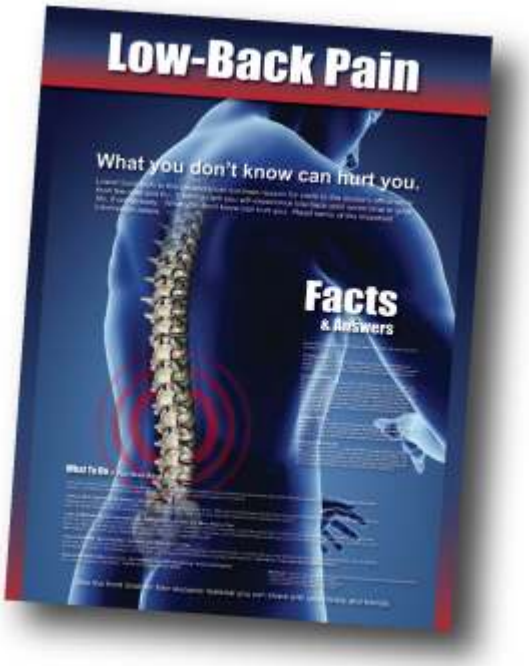
PT Poster
(18x24)



Physical therapy is not something patient's receive and have done to them but something they participate in that impacts their lifestyle. Promote patient independence by displaying this beautiful poster in your lobby, exam room, or gym.

Use it as a marketing tool, by displaying in local stores, doctor's offices, etc. It has an area in the lower left corner for your name, phone number, and website address.

PT Poster: ~~**Reg. $59**~~
Quantity discounts available



Low-Back Pain Poster
(Huge 36x24 size)

Physical therapy is not something patient's receive and have done to them but something they participate in that impacts their lifestyle. Promote patient independence by displaying this beautiful poster in your lobby, exam room, or gym.

Use it as a marketing tool, by displaying in local stores, doctor's offices, etc. It has an area in the lower left corner

PT Poster: ~~**Reg. $89**~~
Quantity discounts available

Friends n Family - Massage Poster

Increase your word-of-mouth referrals by displaying this poster that reminds them to bring in a family member or friend. **Excellent poster!**

Full color 24x36 HUGE Poster
Timeless design!
Never gets out-dated so use it forever!

Poster: $69
Volume discounts available at checkout. Ships instantly if ordered by 12noon PST.
Please allow 7-10 days for delivery. Minimal shipping charges apply.

Laser Poster

This poster truly enhances patient requests for the treatment. Let the poster and brochures **do the selling for you!**

Please allow 7-10 days for delivery. Minimal shipping charges apply.

Full color 11x17 Poster
Timeless design!
Never gets out-dated so use it forever!

Poster: $39
Volume discounts available at checkout.
Ships instantly if ordered by 12noon PST.

The Unlawful and Payment Plan posters are available for sale but not shown here.

7. Current Course Add-Ons

Clinical Excellence & Fast Acting Techniques (1-Day: 8-5pm)

IN TODAY'S CLIMATE, you have to do it better and faster or your competition will pass you by. Patients will stop coming or go somewhere else, AND more audits are being performed than ever before. In this course, you will get the **SECRETS to**…

1. Getting patients better faster by UNLOCKING THEIR HEALING POWER & POTENTIAL
2. "AUDIT-PROOFING" your practice
3. Paperwork Made EASY (streamlining paperwork)
4. Increasing patient's perceived value to command more pay
5. Fast-acting techniques that bring instant results
6. Generate more new patients
7. AND get PAID MORE!

TESTIMONIALS: "I should have attended this sooner!", "By far the most effective and practical clinical skills course I have ever attended!" 100% No-Risk Guarantee. REGISTER NOW and use anytime!

Automation, Profits, and Employee Leadership (1-Day: 8-5pm)

Learn how to increase your profits without changing your current level of business. Without automation, you will never be free—never be free to take vacations, work when you want, see the type of patients you like to see. Employee leadership and **grooming ownership** is essential to automation and business gratification. In this course, you will get the **SECRETS to**…

1. Subleasing your space to physicians (and other practitioners) to decrease costs, gain more business, and maximize your profits!
2. Designing your front desk (your BRAIN CENTER) and all of the procedures and systems, in a way to not only free up your receptionist (so she can gain loyalty) but also, to eliminate the possibility of her holding you hostage!
3. Tracking profits with no effort on your part. Your receptionist spends just **2-minutes a day** and you'll be empowered with critical information about your practice and profits!
4. Recruiting, hiring, training, orienting, compensating, rewarding, punishing employees!
5. AND much, much MORE

8. Future Courses in 2011

Front Desk & Staff Training Course (1-Day: 8-5pm)

Your front desk will make or break your business! Easily train your front desk, administrative (AND entire staff) by bringing them to the hands-on training course, or bring the know-how, training tools and video tutorials back with you to easily train them yourself! In this course, you (and your staff) will get the **SECRETS to**…

1. Never losing a patient.
2. Securing an appointment with EVERY new prospective patient call!
3. Converting every prospective new patient of all types (and profiles) including PPO, POS, Medicare, Personal Injury, Lien, Workers Comp and Self-Pay (cash) patients.
4. Eliminate NO-SHOWS and cancellations.
5. Getting 6 people referred to you by a new patient on their first exam visit!
6. Using words that cultivate loyalty (not satisfaction).
7. Handle confrontation in a way that earns more respect and loyalty.
8. AND much, much more!

Only $99 per staff member!

Internet Secrets for New Patient Explosion! (1-Day: 8-5pm)

James Ko predicts, "If you [your practice] don't have internet presence by end of 2011, you will NOT BE IN BUSINESS". That's how important harnessing the internet for your business will be in the near future! Your competition is paying 1,000's to tens of thousands of dollars to online marketing companies in order to position themselves for solid presence on the internet BUT YOU DON'T HAVE TO! In this course, you will get the **SECRETS to**…

1. Designing a website that get's surfers WANTING TO COME IN or send a family member or friend
2. Showing up top 5 on all major search engines such as GOOGLE, YAHOO, MSN, and more!
3. Building a data list of people in your community and easily keep in touch with them on a regular basis for almost no-cost! They will eventually become a patient or send a family member/friend!
4. Viral marketing: how you can explode your business!
5. Avoiding costly "pay-per-click" advertising trap
6. Becoming the number 1, "Go To" facility in your region!
7. Free internet advertising (or at least dirt cheap)!
8. And more!!

9. IndeFree Membership

The benefits of membership include:

1. **Teleconferences**

   These popular 45-minute POWER sessions over the phone and internet have become a HUGE HIT. Hundreds of practices give rave reviews on how it helps them grow and explode every month—all from the convenience of your own home! Each teleconference is 45-minutes of hard-hitting secrets delivered conveniently on Tuesday evenings. Speakers include James Ko, MPT, CEO/Founder/Sr. Advisor, and other speakers that have some of the most successful practices in the country.

2. **Tips n Tricks Pages**

   You can learn how to quickly and affordably do promotions for new business, avoid "lags" in your census, train staff, recruit employees, creatively bill for more, track profits, and more!!

3. **Discussion Board**

   See what other private practice owners are doing to make their practices more successful--all the way from billing software to techniques and services.

4. **Free Items**

   Every month we give away free tools, resources and templates to help your practice grow.

5. **Discounts**

   As a member you will have access to discounts on items to help your practice grow—such as brochures, promotion items, letter templates, new patient promos and much, much more!

6. **Startup Steps**

   Whether you are wanting to start a practice or have been in business 3 years, you will want to gain access to these steps to ensure a strong foundation for future growth!

7. **Resource Pages**

   You will have access to the latest news and resources NOT available anywhere else. This will keep you updated and the latest and greatest devices, procedures, and tools for your practice!

10. IndeFAX Easy Reports to MD's

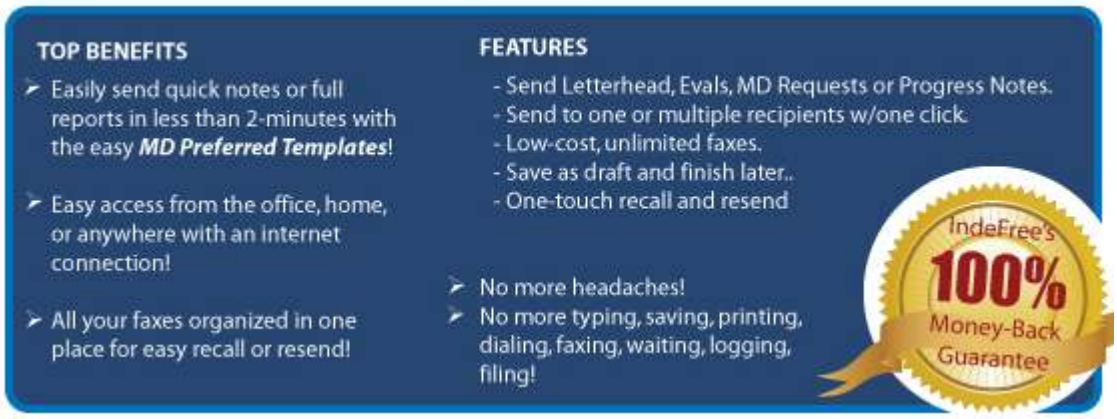
Improve Relationships with MD's and Gain More Referrals!

The number one complaint physicians have about PT/OT's is they do not get reports to them on time (that are legible, concise, and easy to read).

This revolutionary new system uses **MD PREFERRED TEMPLATES** for your Eval, PR, DC, and MD request notes.

It literally takes less than 2-minutes to log-on, complete, and fax a report with one-click of a button. All your information is **SAVED IN YOUR ACCOUNT ONLINE** so you never have to worry about data loss. **Easily RE-FAX** a report by recalling and clicking one button! Need to send the same report to another physician? Easy, just recall and fax with one-click!

You'll not only love how it saves you TIME, MONEY, AND ENERGY, but all your PLAN OF CARES will get signed and returned to you. AND **MD's will love your practice** and send more patients, guaranteed!


TOP BENEFITS
Easily send quick notes or full reports in less than 2-minutes with the easy MD Preferred Templates!
Easy access from the office, home, or anywhere with an internet connection!
All your faxes organized in one place for easy recall or resend!
FEATURES
- Send Letterhead, Evals, MD Requests or Progress Notes.
- Send to one or multiple recipients w/one click.
- Low-cost, unlimited faxes.
- Save as draft and finish later..
- One-touch recall and resend
No more headaches!
No more typing, saving, printing, dialing, faxing, waiting, logging, filing!
IndeFree's
100%
Money-Back
Guarantee

NEW MARKETING MODULE! You can fax a flyer (or newsletter) to a whole group of recipients with ONE CLICK!! No more waiting!

All you need to do is upload a list of recipients into one of the easily organized folders and send a **fax to all with JUST ONE CLICK!**

Payment Form

Choose Your Item(s):

❑ CD of Tools: Private Practice Secrets ($599)	$299
❑ Marketing Package: ($20,000)	$15,000 (Pay plan avail)
❑ Website & Search Engine Only ($3,000)	$2,100*
❑ Brochure Design & 5,000 prints Only ($2500)	$1,750*
830laser: New	
❑ Portable Cordless Model ($9995)	$3,995
❑ Direct Connect Model ($8995)	$3,495
Posters	
❑ Do You Know Someone ($79)	$29
❑ Family n Friends Massage ($69)	$29
❑ PT ($59)	$19
❑ OT-Hands ($49)	$14
❑ Unlawful ($59)	$14
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❑ IndeFAX: ($49-$79/mo)	$24/mo

TOTAL $_____

Comments:

*A 10% deposit will HOLD the discount price for you for up to 12-months. Deposit non-refundable.

SHIPPING ADDRESS (if applicable): Practice Name:_____

Name:_____ Phone #_____

Street Address _____

City _____ State _____ Zip _____ Email_____

Payment Info

☐ Credit Card: _Visa _MC _AmEx _Discover

☐ Check: #_____

Name on Card_____

Card No_____

Exp Date_____ 3 Digit Code_____

Address associated with card:

Authorization/Agreement

I AGREE TO PURCHASE PRODUCTS OR SERVICES AT MY OWN RISK. NEITHER INDEFREE CORP. NOR ANY OTHER PARTY INVOLVED IN CREATING, PRODUCING, OR DELIVERING THE PRODUCT OR SERVICE IS LIABLE FOR ANY DIRECT, INCIDENTAL, CONSEQUENTIAL, INDIRECT, OR PUNITIVE DAMAGES ARISING OUT OF YOUR RELIANCE ON, OR USE OF, THE PRODUCT OR SERVICE. I AUTHORIZE PAYMENT FOR THE AMOUNT AND METHOD INDICATED.

Signature **X**_____

Date